

Note for LeVan, Suzanne

From: Rafferty, Shelby
Date: Sat, Jul 18, 1998 8:34 AM
Subject: Project PXB
To: Pilotti, Nancy; Walchak, Mark
Cc: LeVan, Suzanne

Hi Nancy and Mark,

Met with Mikulay and Suzanne on Friday evening and got approval of packaging designs for FF and Lights, Menthol and Non-Menthol.

I am still awaiting capacity and timing from Richmond due week of July 27th. We are still, however, concerned about structures and feel that based upon what we can produce in whatever timeframe is approved, we may need additional research to determine the preferred structure in the APPROVED graphics. There are now currently THREE structures that are possible (Rounded Corners in 79 mm has been added back since Salvadore believes that this may be a possibility). However, there is a concern that RC (and possibly Octagonal) may skew feminine, particularly in the approved Lights graphics. (Remember the past learnings on Parliament Lights when we tested RC Box years ago for Kings?) We feel if we can produce all three structures in a timeframe that is desirable will be probably need to do a quick quantitative study in the three structures. We can make that call when I get back week of 7/27 when we get the manufacturing capacity and timing information from Richmond.

I would like to proceed with artwork for all four packings (Menthol, NM, Lights and FF) in the two structures we talked about (FTB and Octagonal). If you are feeling really ambitious and have the time then you could begin RC in 79mm but it may be best to wait to see if it is feasible week of 7/27 if you are strapped with resources.

I left the approved non-menthol design on Nancy's chair. (Nancy- the menthol page left there is FOR COLOR ONLY -- please use the NM sheet that is signed and approved by me for all DESIGN elements on menthol and non-menthol. The blue colors are approved on the NM page.)

Could we please proceed with:

- Artwork of the four packings for ad pack in two structures:
 - Octagonal
 - Standard FTB(Add RC 79mm if you have time; if not we could do week of 7/27 contingent upon manufacturing information)
- Silkscreened comps for Mikulay to show up the line as soon as possible of Menthol, Non Menthol, Lights and FF in all THREE structures (as beautiful as possible) (a total of 12 packs). I told Mikulay it would take 7-10 days to silkscreen these.
 - embossed chevron, accurate for color and all design elements
- Comps of the four packings in APPROVED FINAL graphics in the standard FTB for Suzanne for Wednesday's NPC meeting in Richmond.
(Nancy, could you see that Suzanne gets these on Tuesday before she leaves for the day?)

Minor design question:

- On the FF pack, should the gold line be for the tear tape only or printed on the pack? I would like to see both versions comped up and make the decision when I return, however, if you have to make a call while I am gone, go with printing the gold on the pack.

During week of 7/27, we can make the call on RC and the quick quantitative structure study that we can have Landor do the comps for.

Thanks so much for all your help. Sorry for the e-mail but wanted you guys to get going to try to stick as close as possible to our schedule. See ya when I get back. Suzanne can make any calls in my absence if you have decisions/questions that can't wait.